

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBOS, INC.

Ad# 103-02-H-96415-PAGE, DDB&B-Page 18 3/4" X 11 1/2" 4/C-Bleed-Test-National-1987

Printed in U.S.A.

(R04)



FIRE UP A *Blues*.

*A whole new shade of menthol.
The mellow smoke.*

Blues

Kings and 100s.

15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Available in Limited Areas. © Philip Morris Inc.

